

LEVERAGING DIGITAL TOOLS FOR BRAND PROMOTION

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Introduction

In a June 2021 white paper, the African Development Bank asserts that entrepreneurship is fundamental to Africa's transformation. The paper stressed the importance of placing entrepreneurship at the center of initiatives to improve Africa's economic prospects. As contained in the report, Africa has the world's highest rate of entrepreneurship with about 22 percent of people who are of working age opening enterprises. The entrepreneurship rate varies from 9% in Algeria to about 40% in Zambia and Nigeria. The disparity is correlated with the level of income in the African countries. Higher percentages of the populace in poorer economies participate in entrepreneurship, often out of necessity. This however does not mean that entrepreneurs cannot thrive in African countries, especially in Nigeria; they can achieve a lot by leveraging the population and a number of tools that came with the 21st century, especially the Information and Communication Technology (ICT).

A number of digital trends that can be used to maximize advantage, promote brands beyond our shores, and bring about more inclusive economic growth in Nigeria already exist and more are being introduced everyday. In today's digital age, brand visibility and awareness are more important than ever. To stand out from the crowd, enterprises need to think outside the box and consider new ways to promote their brands, services and products. Let me share with you some digital tools to help you get started on the right track to promote your brand and grow your enterprise to a global level. Brand promotion is not just about advertising and putting your logo on things. It's about making sure that your potential customers know who you are, what you do and why they should buy from you instead of someone else. These tips will help you reach a broader audience while also strengthening your business identity as well as its reputation among potential customers.

- 1. Build Your Online Presence:** The first step to promoting your brand in this digital age is having a place online — online presence—maybe a responsive and user-friendly website or a social media page such as Facebook Page, Google Business Profile, or Instagram Business Account. No matter what business you're in, you'll need a place online where people can go to learn more about you, your services, and your products, which will also serve as a hub for all relevant information about your company, including things like your location, hours of operation, contact information, rates and more.

- 2. Use Social Media Creatively:** Social media marketing is a type of digital marketing that makes use of the strength of well-known social media platforms to meet your branding and marketing goals. It is now the ideal platform for spreading your values to clients across your marketing funnel and for creating brand equity.

The major steps to promote your business on social media are

- a. create a social media marketing strategy,
 - b. identify the best social media platforms for your business,
 - c. automate marketing with a social media management tool,
 - d. engage your customers and prospects, and
 - e. monitor progress.
- 3. Create Quality Content:** What you put where you are online matters! Creating quality content is one of the best ways to promote your brand online. This includes creating infographics, blog posts, eBooks, podcasts and more. Content that has been created by your enterprise is a great way to build your brand and share your knowledge with readers. In fact, creating content can help improve your search engine rankings and increase website traffic. It will also give you a chance to provide great information that your potential customers can use.
- 4. Utilize Video Marketing:** Another great way to promote your brand is through video marketing. This can include creating videos that are both entertaining and educational. For example, if you run a fitness brand, you could create videos of fitness challenges or workouts that incorporate your products. You could also create videos that provide fitness advice or nutrition tips. Video marketing can help you promote your brand in a number of ways. For starters, it will allow you to get your name out there and build your following. It can also be an excellent way to educate potential customers about your products or services. This is especially true if you use YouTube as your video host. Once you start building up your subscriber base on this site, you will get a chance to show off your brand and teach your followers more about what you do.
- 5. Leverage e-Commerce:** With the help of electronic commerce, location now has less effect on businesses. E-commerce allows commercial transactions to be conducted electronically on the internet notwithstanding the location of either the buyer or the seller. You can sell whenever and wherever.
- 6. Use Software to Manage Your Business:** There are several applications that can ease your business operations and promote your brand's identity.
- 7. Never Stop Learning:** Dedication to life-long learning is the key to success, the key to life and the key to our future; while the key to failure is to think you know it all. Keep educating yourself. New digital trends for businesses, which require additional skills are introduced everyday, so never stop learning!

Some Useful Online Tools

- *AI Writer* – <https://www.copy.ai>
- *Writesonic AI Writer - Best AI Writing Assistant*: <https://www.writesonic.com>
- *PosterMyWall - Easy Promotional Posters, Graphics & Videos*: <https://postermymwall.com>

Conclusion

Promoting your brand is more important than ever in today's digital world. It's important to be creative and think of new ways to attract attention to your brand. Leveraging digital tools will help you reach a broader audience and strengthen your enterprise's identity as well as its reputation among potential customers.